

**MINUTES OF THE MEETING OF THE BOARD OF DIRECTORS
OF GATEWAY TO L.A. PBID INC.
CALIFORNIA NONPROFIT MUTUAL BENEFIT CORPORATION
May 14, 2009**

The board of directors meeting of Gateway to L.A. PBID, Inc. a California nonprofit mutual benefit corporation was held on May 14, 2009 at 8:00 a.m. at the LAX Marriott Hotel, Los Angeles.

35 individuals attended the meeting as follows:

- Grant Coonley, Hilton LAX
- Michael Collins, LAWA
- Israel Mora, Courtyard by Marriott
- Glenn Sampert, Westin Hotel
- Cindy Boulton, Radisson Hotel
- Greg Lehman, Renaissance Montura
- Larry Eisenberg, LACCD
- Kari Hughes, AMB Properties
- Sarah Levine, La Quinta Inn & Suites
- Doug Lambeck, Decron Properties
- Tommy Spencer, Holiday Inn
- Paul Gnasso, Ace Parking
- John Morgan, Ace Parking
- Conrad Klingenstein, Jamison Services
- Charles Bassett, LRW Investments
- Michael Chase, Cushman & Wakefield
- Michael Washington, Sheraton Gateway
- Jack Lott, Destination Shuttle Services
- Mike Molina, LAWA
- Bruce Nahid, LAT Investments
- Shawn Lester, Embassy Suites LAX-North
- Bill Wright, Courtyard by Marriott
- Ed Pomponio, Destination Shuttle
- Brian Kite, Leo A Daly Architects
- Michael Krouse, LA Inc.
- Julia Kopische, LA Inc.
- Sharon O'Rourke, The Gas Company
- Patty Salazar, Cerrell Assoc.
- Edgar Saenz, Representative Waters
- Gabriel Sermenio, Mayor's Office
- Jim Kennedy, Councilman Rosendahl's office
- Jim Sakalis, Gateway to L.A.
- Laurie Hughes, Gateway to L.A.

1. WELCOME / INTRODUCTIONS

Grant Coonley welcomed the board members and guests.

2. PUBLIC COMMENTS

No comments from the public.

3. APPROVAL OF BOARD OF DIRECTORS MEETING MINUTES - March 12, 2009

Approved as presented

4. FINANCIAL REPORT

Laurie Hughes presented the Budget vs. Actual report for January through April 2009 reflecting total income of \$613,756.21 and total expenses of \$374,976.88 for the period. The financial report was unanimously approved by the Board of Directors.

5. EXECUTIVE DIRECTOR'S REPORT

Ambassador Program

	<i>Mar-09</i>	<i>Mar-08</i>	<i>Apr-09</i>	<i>Apr-08</i>
<i>Citizen Contacts</i>	786	730	707	765
<i>Panhandler Contact</i>	125	119	143	119

Ocean Express

	<i>Mar-09</i>	<i>Mar-08</i>	<i>Apr-09</i>	<i>Apr-08</i>
<i>Passengers</i>	6520	6324	5954	5891

Passenger Totals by Year

<i>2003</i>	<i>2004</i>	<i>2005</i>	<i>2006</i>	<i>2007</i>	<i>2008</i>	<i>2009</i>
18,829	42,495	49,327	56,266	64,690	79,501	23,432
	+125%	+16%	+14%	+13%	+23%	+ 5%

Executive Committee approved expenditure of \$3,000 for Carl Moyer Grant Application consultant to complete application for Diesel Exhaust Filter and CNG Vehicle grant.

Gone out to bid for new CNG Trolley vehicles and will be reviewing the cost to replace the existing vehicles.

Keep It Green Programs

Document shredding for the month of May. The event will take place over three consecutive Wednesdays at the below locations, dates and times.

<i>5/13 9-11am</i>	<i>Airport Center II III LAX Royal Airport</i>	<i>loading area behind 5933 Century</i>
<i>5/13 1-3pm</i>	<i>Airport Center I Carlsberg LAX</i>	<i>Loading dock 6151 Century Blvd</i>
<i>5/20 9-11am</i>	<i>Skyview Center</i>	<i>loading dock, 6053Century/off98th</i>
<i>5/20 1-3pm</i>	<i>Airport Spectrum West Century Plaza</i>	<i>alley between Hilton and 5777 & 5757</i>

5/27 9 – 11 a.m.	5200 W. Century Blvd.	
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Website Redesign

Executive Committee approved expenditure of \$3,000 for website redesign.

LA Inc. Marketing effort

Working with LA Inc. to collect pictures and information for the new marketing brochure for the Century Blvd. hotel market.

Community Outreach

L.A. BID Consortium presented to L.A. City Council on April 21 the first State of the BID report – “Why BIDs Matter”

- Since 1996*
- 38 BIDs have been formed in Los Angeles*
 - \$219 Million has been collected in assessments*
 - \$28 Million is collected in an average year*
 - In 2007, \$10.1 Million spent on security services*
 - Robbery rates have dropped by an average of 12 percent and violent crime by an average of 8 percent in BID districts*
 - In 2007, \$6.4 Million spent on street and sidewalk cleaning*
 - 850,000 bags of trash collect each year*

Purpose of the report / presentation was to raise the awareness among our elected officials of the BID's, impress upon them how much BIDs are contributing to our districts and the City, and to ask for their support in facilitating the cooperation between City departments and BIDs.

Four initiatives are sought:

- Inclusion of BIs into the early notification process for public and private development projects*
- Creation of a BID Czar to provide one source of interface between the BIDs and the City*
- Allow BIDs to provide monitoring and enforcement for the City in areas like illegal tree trimming, illegal vending, trash code violations, news rack and street furniture violations*
- Request that LAPD include a training module “Working with Business Improvement Districts” into its existing community policing training to strengthen the relationship between LAPD and BIDS*

6. GUEST SPEAKER – MICHAEL MOLINA, LOS ANGELES WORLD AIRPORTS

Michael Molina, Senior Director of External Affairs for Los Angeles World Airports, updated Gateway to L.A. members on operations at LAX including the following:

- 2008 travel was down 12% from 2007 numbers
- 2009 travel numbers are down 9% year-to-date from 2008
- Following the Northwest Airlines / Delta merger, Northwest Airlines will be moving to Terminal 5
- LAX ranked #6 in the world in passenger count in 2008
- LAX ranked #3 in the US in passenger count in 2008
- Annual Passenger Count for 2008 was 59.5 million
- LAX employs 3,700 city employees
- 3 new airlines are coming to LAX – Allegiance, Jet Blue and Volares (a low cost Mexican airline)
- Los Angeles City Council is considering extending Living Wage to LAX employees working for contractors
- LAX plans to move the North airfield 330' to the north
- LAWA is in the process of buying Park One property

7. HOSPITALITY ENHANCEMENT ZONE BENEFITS UPDATE

- **Marketing Brochure Draft**
Michael Krouse and Julia Kopischke of LA, Inc. previewed 2 draft versions of the marketing brochure that is being designed to promote the Gateway to L.A. area as a destination.
- **Conference Center**
Larry Eisenberg with L.A. Community College District updated members on plans to develop LACCD's property on 98th Street & Sepulveda Blvd. Plans include:
 - *Building a satellite campus that will include a 28,000 SF conference center on the existing property along with class room facilities.*
 - *LACCD is moving forward with the project with hopes of breaking ground within one year.*
 - *Brian Kite, with Leo A. Daly Architects, was introduced and met with hotel general managers following the meeting to gather input on hotel meeting space needs.*
- **:Business Tax**
Gabe Sermenio, from the Mayor's Business Team, reported that efforts are underway to have the Gateway to L.A. business district designated as part of the State's enterprise zone. They expect to receive approval in about 6 weeks. Being included in the Enterprise Zone will allow the City of Los Angeles to implement a temporary cap on the gross receipts tax for new business moving to the area.

7. NEW BUSINESS

- **Sign Ordinance Overview**
Patty Salazar, Cerrell Associate, briefed members on the current status of the proposed Sign Ordinance.

Meeting adjourned.